

## Message Text

UNCLASSIFIED

PAGE 01 SINGAP 02719 240151Z

73

ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 /018 W

----- 017863

R 240117Z JUN I75

FM AMEMBASSY SINGAPORE

TO SECSTATE WASHDC 2888

UNCLAS SINGAPORE 2719

E.O. 11652: N/A

TAGS: BEXP, SN

SUBJECT: FY-1976 C.C.P. SINGAPORE

REF: A) STATE 123882

B) SINGAPORE 1644

1. REFTEL REINSTATES BEST PROSPECTS REPORT, AND SUGGESTS THAT IF EMBASSY CANNOT ACCOMPLISH BEST PROSPECTS REPORT AND REGIONAL MARKETING STUDY, REGIONAL STUDY BE CANCELLED.

2. EMBASSY NOTES THAT DRAFT CCP AND POST SUBMISSION CALLED FOR REGIONAL MARKET RESEARCH TO BE PERFORMED BY OUT-OF-HOUSE SOURCE. DROPPING REGIONAL RESEARCH WILL FREE UP ONLY THAT TIME WHICH EMBASSY HAD BUDGETED FOR FORMULATING REGIONAL MARKET RESEARCH SPECIFICATIONS, ELICITING BIDS, ETC. REINSTATEMENT OF BEST PROSPECTS NEVERTHELESS ADDS SUBSTANTIVELY TO ALREADY FULL FIRST QUARTERLY WORKLOAD.

3. EMBASSY STILL FEELS VERY STRONGLY ABOUT NEED FOR PROPOSED ACROSS THE BOARD MARKET-WIDE STUDY TO BEST DETERMINE WHAT PRODUCTS MOST MERIT FURTHER MARKET RESEARCH AND/OR PROMOTION IN REGION THROUGH USRTC. FURTHERMORE, KNOWLEDGE OF OVERALL MARKET IN GREATER DEPTH THAN OUR INTERNAL RESOURCES NOW PERMIT WOULD HAVE SUBSTANTIAL PAY OFF IN THE FORMULATION OF MORE SUCCESSFUL CCP CAMPAIGN THEMES IN THE FUTURE.

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4. EMBASSY PROPOSES REGIONAL MARKET RESEARCH

BE LISTED IN FY 76 AS DEFERRED PROJECT, IF FY 76 FUNDS NOT AVAILABLE,  
PROPOSE RESERARCH BE INCORPORATED IN FY 77 CCP. IF USDOC FUNDS  
NOT AVAILABLE, PERFORMANCE OF STUDY WOULD BE CONTINGENT ON APPROVAL  
IN FULL OF POST FY 77 COMMERCIAL BUDGET REQUEST.  
GRANT

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NNN

\*\*\* Current Handling Restrictions \*\*\* n/a

\*\*\* Current Classification \*\*\* UNCLASSIFIED

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01 JAN 1960  
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**Review Authority:** greeneet  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 12 FEB 2003  
**Review Event:**  
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**Review Release Date:** n/a  
**Review Release Event:** n/a  
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**TAGS:** BEXP, SN  
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**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006